



“BROOKLYN”

STEEL CEILINGS

and

SIDEWALLS

*Sold and
Erected Everywhere*

*Largest Manufacturers
in the East*

“BROOKLYN”

METAL CEILING COMPANY

287 GREENE AVENUE

BROOKLYN, N. Y.

TELEPHONES { 1402 }
 { 1403 } PROSPECT
 { 1404 }

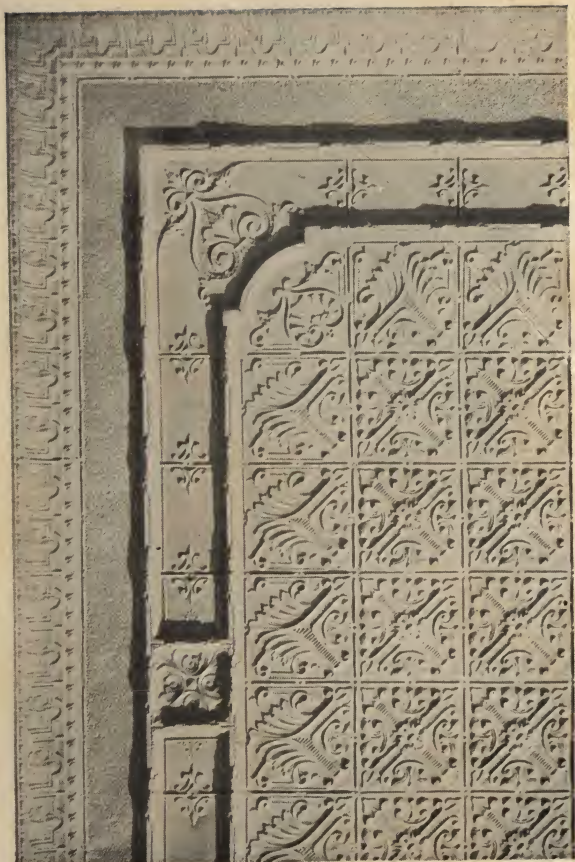


PLATE 1

STEEL SIDEWALLS and CEILINGS embody every advantage of design found in wall paper and plaster decoration, and have in addition numerous features which are all their own.

Compare a steel ceiling or sidewall as shown in the cuts above, with the same effects in plaster.

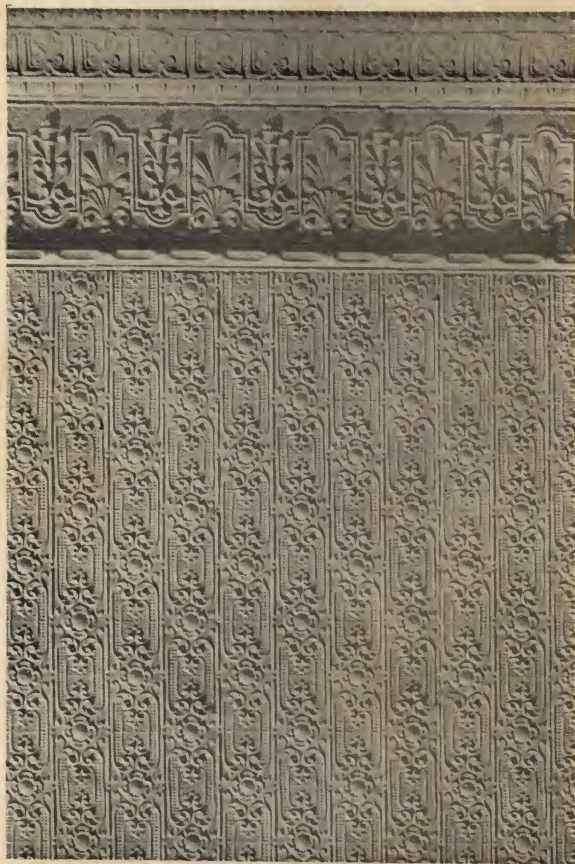


PLATE 2

THE careful use of colors and shadings, make possible highly decorative effects.

The weight of metal ceilings is much less than that of old style plaster so that the strain on ceiling timbers is greatly reduced, and vibration and jar have absolutely no effect.

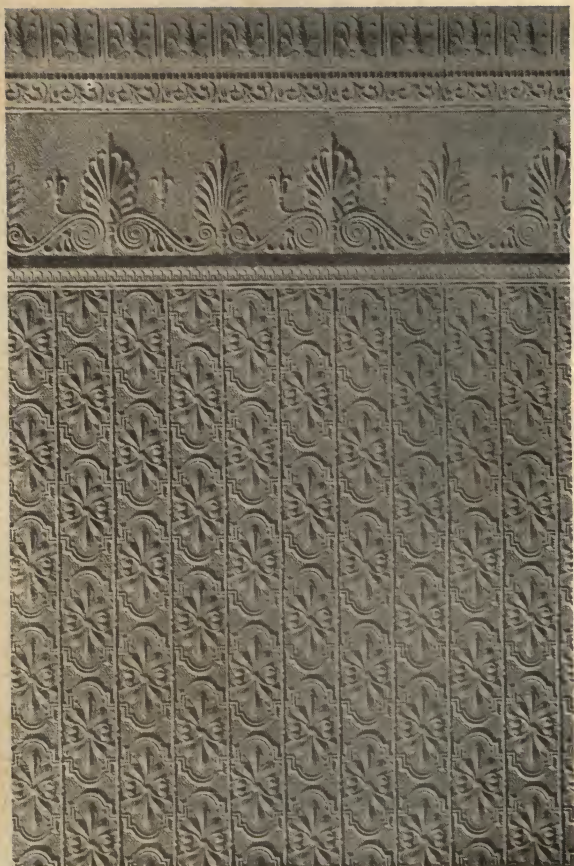


PLATE 3

WITH plaster, in a short time, the plain surfaces develop cracks which cannot be covered up, the decorations become dry and chip or fall off altogether and an expenditure for repairs means at best patch-work showing every "touched-up" spot.

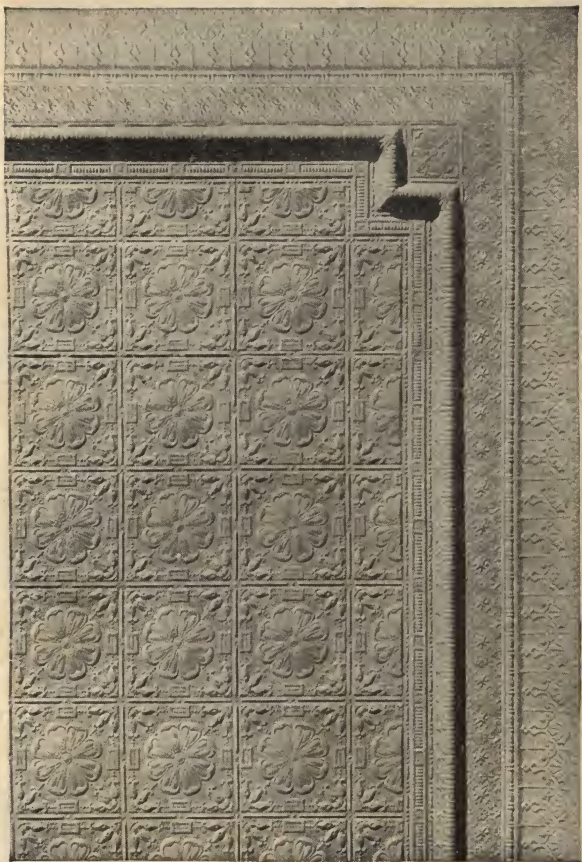


PLATE 4

○UR product is made of the best open hearth steel, and protected from rust by a priming coat of paint. In installation, furring strips are used and held in place by 3½ in. nails which reach into the beams. The metal work is nailed to the furring strips instead of to the plaster, making a practically indestructible construction.

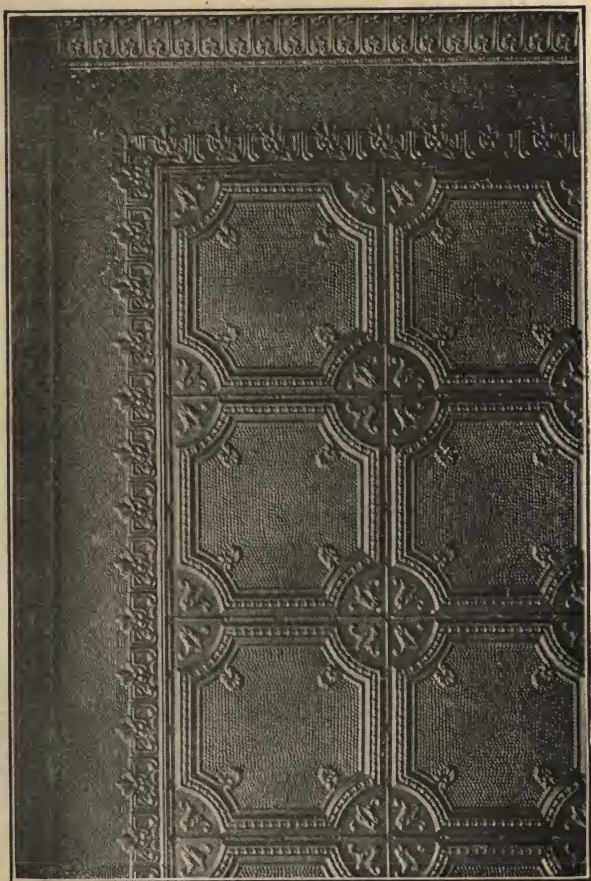


PLATE 5

THESE walls and ceilings can be washed down with soap and water, and disinfecting solutions can also be used without fear of damage, thus rendering them sanitary, germ and bug proof.



PLATE 6

WE have designs suitable for every purpose, including homes, stores, offices, and public buildings, and conforming to any style of decoration, simple or elaborate.

== WRITE FOR CATALOGUE "IA" ==



PLATE 7

ONCE installed, there is no further outlay for upkeep, fire insurance rates are reduced, and the moderate cost of these 20th century ceilings together with their numerous other advantages commend them to all builders, contractors and owners.